



AOT in Action

TOURISM WORKS FOR ARIZONA!

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from the Director:

Good morning.

We have just wrapped up yet another successful Grand Impressions Customer Service Workshop series thanks to the dedicated efforts of many AOT staff members. Held throughout the state, workshop attendees learned about the latest trends in research and information when working with older adults and Americans with disabilities. Participants also gained knowledge on a variety of Arizona attractions from every region of the state.

AOT's next workshop is "How to Build an Itinerary and Conduct a FAM Tour." Offered June 20, 21, 22 in various locations statewide, this workshop series focuses on what a Familiarization (FAM) tour is and why AOT conducts and encourages such tours. Participants will also learn how to develop and execute an itinerary, a useful tool when conducting tours in their communities. Please join us for these free tourism education workshops. It's an opportunity that everyone needs to take advantage of to enhance their community's own tourism development and marketing programming efforts. More information on registration and a listing of workshop times and locations is below in the AOT News Flash section.

Have a great week.

Margie A. Emmermann
Director
Arizona Office of Tourism

AOT News Flash

Save the Date: The 27th Annual Arizona Governor's Conference on Tourism

This year's 27th Annual Arizona Governor's Conference on Tourism is July 11-13 at the Arizona Biltmore Resort and Spa. The program will be a dynamic mix of fresh industry information and resources that can help you plan for another year of marketing Arizona to audiences around the world. Breakout sessions and speakers will teach you how to take tourism marketing and promotion to a new level. With so many exciting opportunities happening nationally, the Arizona Office of Tourism and its association partners are committed to bringing you the most up-to-date tools available for tourism professionals. For more information and to register for the event, please visit www.aztourismconference.com.

Arizona Tourism University (ATU) – How to Build an Itinerary and Conduct a FAM Tour

AOT is proud to present the next series of ATU workshops "How to Build an Itinerary and Conduct a FAM Tour." This workshop series will answer common questions such as what is a Familiarization (FAM) tour, why does AOT conduct FAM tours, is a FAM tour right for your community, and how to develop and execute an itinerary. Below is a listing of workshop times and locations. To register, please contact Sarah Martins by phone at 602-364-3687 or via e-mail at smartins@azot.gov.

June 20, 2007
1 p.m. – 3 p.m.
Mountainside Inn
642 East Route 66
Williams, AZ 86046

June 21, 2007
1 p.m. – 3 p.m.
Cochise College
Benson Center
1025 State Route 90
Benson, AZ 85602

June 22, 2007
1 p.m. – 3 p.m.
Crowne Plaza San Marcos Golf Resort
One San Marcos Place
Chandler, AZ 85225

AOT Welcomes New Staff Member

Erica Rich has joined the AOT staff as the new Media Relations Manager. She is charged with developing, coordinating, promoting and leading group media tours throughout the Grand Canyon State. Erica is also responsible for coordinating itineraries, logistics and permits for travel film crews filming in Arizona; executing domestic media missions; and writing feature releases. Before joining AOT, Erica was the Public Relations Coordinator for the Westin Kierland Resort & Spa. She received her bachelor's degree in Journalism from the University of Arizona. Erica

can be contacted at 602-364-3698 or via e-mail at erich@azot.gov.

AOT Co-Wins 2007 Scenic Byway Award for Marketing

The Arizona Office of Tourism, Arizona Department of Transportation and *Arizona Highways* Magazine have collectively won the 2007 Scenic Byway Award for Marketing from the America's Byways Resource Center and the U.S. Department of Transportation Federal Highway Administration. In this unique partnership, the three sectors came together to develop a more user-friendly state-of-the-art Web site about Arizona's scenic byways, ArizonaScenicRoads.com. Visitors to the site can access destination information, use an interactive map and generate a travel itinerary to plan a scenic road trip. AOT's Deputy Director Kelly Paisely, was on hand to receive the award. To view the Web site, please visit www.arizonascenicroads.com.

Industry News

ESTO 2007 Confronts Changing Face of Marketing & Advertising

Josh Hallett, social media consultant, Hyku LLC, specializes in answering one of the frequently asked questions in marketing and advertising today, "Have you sent this?" At ESTO 2007, Josh will assess and define the tools in today's marketplace and help delegates make informed decisions about which tools they ought to be using. Utilizing concrete examples, he will demonstrate how to effectively use customer-driven content and offer a glimpse into social media's future. Online registration for ESTO 2007 will be available soon! Join the ESTO community in Phoenix, Arizona, August 15-18 at The Phoenician. Visit www.tia.org/ESTO to view the most up-to-date ESTO information.

Market Forecasts Show Mixed Picture for Inbound Travel

Global travel is forecast to grow by 4.6 percent in each of the next ten years, according to statistics included in TIA's latest Market Forecast Review reports. However, other recent editions have charted the 17 percent decline in travel to the U.S. from overseas markets despite U.S. competitive advantages such as very favorable exchange rates. Current and back issues are available to Premier and International Subscribers [here](#). Using these and related statistics the Discover America Partnership continues to make substantial progress in Congress toward reforms that will improve the U.S. visa system, entry processes, and generate a world-beating U.S. destination marketing program.

Rising Gasoline Prices May Alter Summer Vacation Plans

With a busy summer travel season predicted, a new travelhorizonSM survey co-authored by the Travel Industry Association and Yesawich, Pepperdine, Brown & Russell examined the impact of escalating gasoline prices on the travel intentions of Americans. The results reveal that Americans remain upbeat about their travel plans even as the price at the pump continues to rise. They also reveal the "tipping point" for the majority of Americans is likely to be \$3.50 per gallon, at which price the slight majority of travelers state they would reevaluate their summer travel plans. [Click here](#) for full release. The travelhorizonSM study will be conducted six times a year. It is designed to explore and track the effects of emerging economic, political, and social developments of the travel intentions of Americans. Data is interpreted with reference to lifestyle, demography, media habits and travel behavior. Subscriptions to all of the six reports are available. Also reports may be purchased individually. For more information, [click here](#).

AAA: Summer Travel Costs Up Nearly 3.7 Percent

Summer travelers already feeling the pinch of higher gas prices may find that lodging costs more, too. The AAA auto and travel association found in its annual vacation costs survey, released

Wednesday, that combined lodging and restaurant costs were 3.7 percent higher than last year. The survey found that a family of two adults and two children could expect to pay an average of nearly \$270 a day for food and lodging this summer. It said lodging rates averaged \$152 a night, up nearly 8 percent from last year, while meals were projected at \$118, down 1.3 percent. Michael Petrone, director of tourism information development for AAA, said that lodging rates were up because of higher demand, and both lodgings and restaurants faced rising energy costs as well as higher salary and benefit costs. Hawaii remained the state with the highest daily cost for food and lodging for a family of four – \$650 a day. Other U.S. designations in the top five were the District of Columbia, about \$611 a day; Rhode Island, \$345; New York, \$326; and New Jersey, \$324. The most economical lodging and food prices were in North Dakota, about \$187 per day; Nebraska, \$199; Iowa and Kansas, \$201; and South Dakota, \$204. The meal calculation did not include beverages, taxes or tips, the AAA said. The survey captures prices at more than 60,000 AAA-approved or rated lodgings and restaurants. AAA has been tracking vacations costs since 1950, when the average daily cost of meals and lodgings for a family of four was \$13.

Study: Majority of Baby Boom Generation Online

Half of all Americans over age 60 use the Internet, as do more than 80 percent of Baby Boomers, according to new research from Focalyst, a market research and consulting firm focused exclusively on Baby Boomers and older consumers. Focalyst's Online Activity Report, which is based on a survey of more than 30,000 U.S. consumers ages 42 and older, also reveals significant new findings about online tenure: nearly one-third of all online Boomers 21 million people have been using the Internet for more than 10 years. More than 7 million members of what Focalyst calls the Golden Generation, those born before 1946, have been online for more than a decade, as well. "People associate the Internet and computers with youth, but it was the Baby Boom Generation that had the discretionary income 20 years ago to buy the first personal computers and lead the early adoption of the Internet," says David van Nostrand, Focalyst's chief research officer. "By 1995, when Netscape went public and gave credence to the financial and social viability of the Internet, millions of Baby Boomers were already part of the Internet revolution." The study also finds that 33 million Baby Boomers use the Internet every day, along with 10 million members of the Golden Generation. While e-mailing is their primary activity, these users are also going online to make travel arrangements, check the news, find health information, bank and shop. In fact, 30 percent of the online Baby Boom Generation shops online at least a few times a month the same percentage as those born between 1965 and 1988. As younger members of the Baby Boom Generation enter their 50s, their incomes are likely to increase and, with that, their Internet usage and activities.

Survey: Half of Hotel Guests Now Expect Breakfast on the House

Approximately one-half of hotel guests, whether vacationing or on a business trip, expect a free breakfast as part of their room rate, according to a new study data from YPB&R, an international advertising agency specializing in serving travel and leisure clients. As part of their hotel selection decision-making process, 49 percent of leisure travelers and 53 percent of business travelers feel getting a free breakfast is very or extremely influential. Business travelers' attitudes toward free breakfast are even more pronounced in measuring hotel pricing and value. More than three in five business travelers (65 percent) surveyed find a hotel or motel that provides a complimentary breakfast included with the hotel's nightly room rate very or extremely desirable. The data, from the soon-to-be-released 2007 YPB&R/Yankelovich Partners National Leisure Travel Monitor also indicate:

- Seven out of ten leisure travelers (71 percent) enjoy trying new dishes and foods when they go out to lunch or dinner during a trip.

- More than one-half (52 percent) of business travelers say they prefer to dine in restaurants outside the hotel in which they are staying.
- Confusion reigns about nutritional information available these days. Leisure travelers (70 percent) and business travelers (64 percent) are in almost perfect agreement in responding that they are confused about what one should or should not eat.